

Agency : FEDERAL COMMUNICATIONS COMMISSION  
Title : Broadcast Services; Childrens Television; Cable Operators; Satellite Service Providers  
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Comment : In my personal opinion, I feel that this regulatory act is a very beneficial and productive. Since the controversial half-time show in Super Bowl XXXVIII, there has been a firestorm of criticism against the material shown on television, and its effect on children, especially when these shows are shown on network TV, and in prime-time hours when children are very likely to witness them. The effect of this has been a significant increase in censorship and fear that repeating such actions could have a deleterious effect on the corporations who show them. However, this particular regulation has more in common with subjects covered in Food Politics, where the issue of advertising to children is discussed, and there are admissions that children are a significant and very important demographic to corporations, and as such are targeted for commercial advertisement. The primary problem here, of course, is that children are not rational actors, many cannot discern what logical choices to make, and may be manipulated by persuasion to engage in acts, or purchase products, which have no beneficial effect for them. Thus, the issue of creating laws related to commercial television limits in regards to children's programming is one that I feel is very beneficial because as irrational actors, children cannot discern the full meaning behind advertisement and should not be subjected to uncontrolled amounts of it. Although there are already some timing limits in place, with the proliferation of the internet and the amount of time children take in utilizing it, more limits that reflect the changing media landscape are necessary. Manipulative abuses by corporations against children on the internet could have much more severe consequences than what could be done on television, as the internet is a resource that would be very difficult for the government to monitor. However, there are drawbacks in the regulation. First, they ask for aid in how such

rule could be implemented technologically, meaning that they do not, at this point time, have a viable solution for carrying out their plans. As such, it makes the regulation a bit less implement able, and if it is passed, ensuring that efficiency is achieved may prove to be difficult. Moreover, they are unsure of how implementation could take place in terms of statutory limits on commercial time, another issue which will need to be addressed for this regulation to be successful.